

# **Communicate with Style!**



**Center for Workforce Learning**

**6361 Timberbluff Circle**

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**[www.workforce-learning.org](http://www.workforce-learning.org)**

# Objectives

- Identify diverse learning styles.
- Work better with individual external customers.
- Work better with internal customers.
- Identify how to stretch beyond my dominant learning style.
- Identify how to appreciate differences.

# Today is your birthday!



The way an individual prefers to

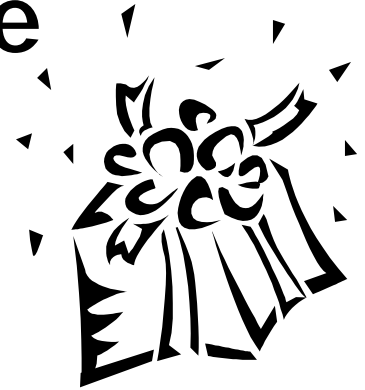
- process information,
- learn,
- solve problems

is called a

## Learning preference.

David Kolb

## Choices for processing the Birthday problem



- Corner 1: Wait till can get help.
- Corner 2: Work alone, read instructions first, categorize parts.
- Corner 3: You've done something similar before, dive in, stir parts around, and reference instructions as needed.
- Corner 4: Delegate! If that won't work, go by the picture on the box.

## Reflect on Your Type

- 3 characteristics of a GOOD learning experience.
- 3 characteristics of a POOR learning experience.
- Song title representative of your Type.
- Determine a slogan or motto that would educate others about your Type.
- Design a Logo for your Type.

## Learning Style One



- Philosophy: Be cautious and make sure it works for everyone.
- Strength: Innovation and ideas.
- Function by: Values clarification.
- Goals: Self-involvement in important issues. Bringing unity to diversity.
- Favorite Question: Why? or Why not?



## Learning Style One Careers

- Counseling
- Personnel
- Humanities
- Organizational Development
- Social Workers

## Learning Style One as Leaders

- Thrive on taking the time to develop new ideas.
- Lead by their heart, involving other people in decision making.
- Exercise authority with trust and participation.
- Work for organizational solidarity.
- Need staff who are supportive and share their sense of mission.



## Learning Style Two

- Philosophy: It's valid if logical and fits with what I know.
- Strength: Creating concepts and models.
- Function by: Thinking things through.
- Goals: Self-satisfaction and intellectual recognition.
- Favorite Question: What?



## Learning Style Two Careers

- Basic sciences
- Math
- Research
- Planning departments

## Learning Style Two as Leaders

- Thrive on assimilating disparate facts into coherent theories.
- Lead by principles and procedures.
- Exercise authority with assertive persuasion, knowing the facts.
- Work to enhance their organization as an embodiment of tradition and prestige.
- Need well-organized staff who have things down on paper and follow-through on agreed decisions.

## Learning Style Three



- Philosophy: If it works do it.
- Strength: Practical application of ideas.
- Function by: Factual data garnered from kinesthetic, hands-on experience.
- Goals: To bring their views of the present into line with future security.
- Favorite Question: How (does this work)?

## Learning Style Three Careers

- Engineering
- Physical sciences
- Nursing
- Technology

## Learning Style Three as Leaders

- Thrive on plans and timeliness.
- Lead by personal forcefulness, inspiring quality.
- Exercise authority by reward/punishment (the fewer the rules, the better, but enforce them).
- Work hard to make their organization productive and solvent.
- Need staff who are task-oriented and move quickly.



## Learning Style Four

- Philosophy: “I’ll try anything once.”
- Strength: Action, getting things done.
- Function by: Acting and testing experience.
- Goals: Make things happen, to bring action to to concept.
- Favorite Question: What if?



## Learning Style Four Careers

- Marketing
- Sales
- Action-oriented managerial jobs
- Entrepreneurs



## Learning Style Four as Leaders

- Thrive on crisis and challenge.
- Lead by energizing people.
- Exercise authority by holding up visions of what might be.
- Work hard to enhance their organization's reputation as a front runner.
- Need staff who can follow-up and implement details.

## Cautions and Premises

- Each individual is unique, be careful not to stereotype!
- All styles are equal.
- Develop a healthy respect for the uniqueness of others.
- We must not favor our dominant style, but all of us should strive to develop in all quadrants.

# Theoretical Foundation - Jung

- Carl Jung
  - Swiss psychologist
  - *Psychological Types*, 1971
  - Anthropological observations of many cultures.
  - The world is made up of patterns and polarities.
  - Katherine Briggs and Isabel Briggs Myers expanded his theory and created the MBTI.

# Theoretical Foundation – Jung's Patterns and Poles

- How we charge our batteries
  - Introverted or Extroverted
- How we perceive information
  - Sensing (five senses) or INtuitive
- How we make decisions or judgments about the information
  - Thinking or Feeling

## Theoretical Foundation – Kolb

- David Kolb
  - Ground Breaking Premise: Four capabilities involved in effective learning, beginning with concrete experience.
  - *Experiential Learning*, 1984.
  - Professor of Organizational Behavior, at Weatherhead School of Management in Cleveland, Ohio since 1976.
  - PhD at Harvard, 1967.

# **Theoretical Foundation – Kolb**

- Four capabilities, skills involved in learning
  1. Valuing Skill
  2. Thinking Skill
  3. Decision-Making Skill
  4. Acting (Taking Action) Skill
- Four learner types
  1. Diverger
  2. Assimilator
  3. Converger
  4. Accommodator

# Theoretical Foundation- McCarthy

- Bernice McCarthy
  - Overlaid the cycle of learning with brain hemisphericity, resulting in template for instructional design.
  - Began publishing in early 1980's.
  - Creator of the 4Mat System®, President of About Learning, Inc.
  - Doctorate in Education and Learning Theory from Northwestern University, 1979.

# Theoretical Foundation–McCarthy

- Four learner types
  1. Imaginative
  2. Analytic
  3. Common Sense
  4. Dynamic
- Goals for each quadrant of learning process
  1. Meaning
  2. Conceptual Knowledge
  3. Problem-Solving
  4. Creativity



## Theoretical Foundation–Bowman

- Sharon Bowman
  - Combines all we have covered with accelerated learning techniques.
  - Began publishing in mid-1990's, excellent references for trainers.
  - Very resourceful website, [www.bowperson.com](http://www.bowperson.com).
  - MA in Education.

# Theoretical Foundation–Bowman

- Descriptors for four learner types
  - 1.Peacemaker
  - 2.Truthkeeper
  - 3.Solutionseeker
  - 4.Risktaker
- Goals for each quadrant of learning process
  - 1.Getting Connected
  - 2.Sharing the Wealth
  - 3.Making It Happen
  - 4.Celebrating Success

# Learning Cycle

- Kolb's four capabilities involved in learning
  - Concrete Experience abilities.
  - Reflective Observation.
  - Abstract Conceptualizing.
  - Active Experimentation.

# Honoring Learning Style Diversity



# Celebrate!



## **Did We Meet Our Objectives?**

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## **More Information. . .**

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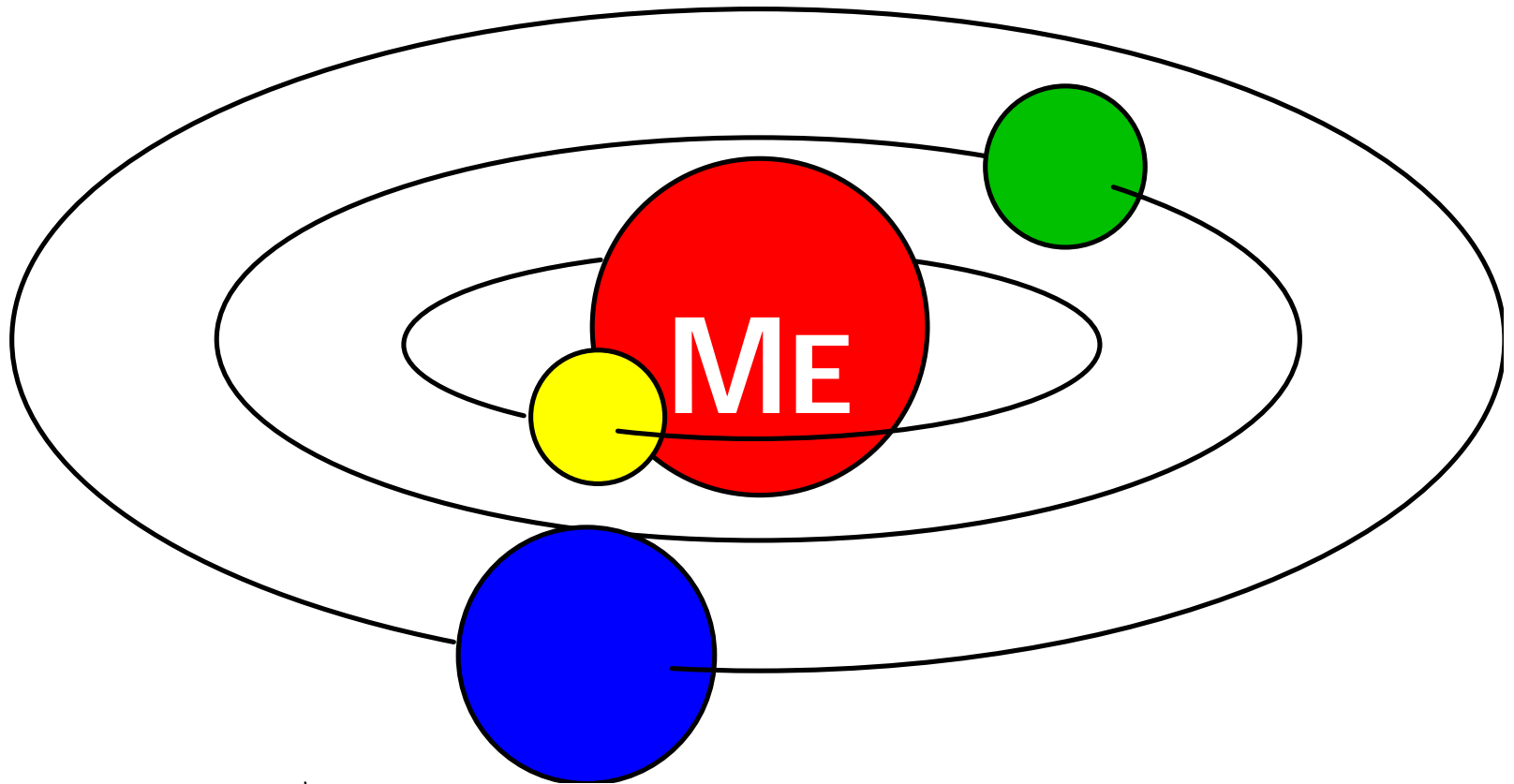
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## Change Starts With ME!



MY Circle of Influence